

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-15. (Cancelled).

16. (Currently Amended) A computer-implemented method for implementing electronic commerce transactions via a data network, the method comprising:

identifying a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating at least that the item is subject to one or more regulations ~~prohibited from being purchased by the customer;~~

taking action to prevent the purchase of the regulated item via the data network by the customer;

wherein said taking action is automatically implemented at a server system configured to implement electronic commerce transactions between an on-line merchant and the customer, the regulated item being part of an on-line order from the customer with the on-line merchant, the on-line order also having information from the customer regarding a delivery time for the order; and

wherein said taking action comprises modifying a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are ~~prohibited~~ restricted by the one or more regulations from being purchased by the customer based upon the one or more predetermined criteria and the delivery time.

17. (Currently Amended) The method of claim 16 wherein the one or more ~~predetermined criteria correspond to one or more~~ regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

18. (Previously Presented) The method of claim 17 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

19. (Previously Presented) The method of claim 17 wherein the one or more regulations restrict sales of the regulated item during specific days.

20. (original) The method of claim 17 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

21. (Currently Amended) The method of claim 16 wherein the one or more ~~predetermined criteria correspond to one or more~~ regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

22. (Currently Amended) The method of claim 16 wherein the one or more ~~predetermined criteria correspond to one or more~~ regulations which restrict sales of the regulated item to persons under a minimum age.

23. (Currently Amended) A computer-implemented method for implementing electronic commerce transactions via a data network, the method comprising:

identifying a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating at least that the item is subject to one or more regulations ~~prohibited from being purchased by the customer;~~

taking action to prevent the purchase of the regulated item via the data network by the customer;

wherein said taking action is automatically implemented at a server system configured to implement electronic commerce transactions between an on-line merchant and the customer, the regulated item being part of an on-line order from the customer with the on-line merchant, the on-line order also having information from the customer regarding a delivery time for the order; and

wherein said taking action comprises taking action to prevent the customer from adding the regulated item to an electronic shopping cart associated with the customer, the preventing from adding the regulated item to the electronic shopping cart being based on the one or more predetermined criteria and the delivery time; and wherein said taking action comprises modifying a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are prohibited from being purchased by the customer based upon the one or more predetermined criteria.

24. (Previously Presented) The method of claim 23 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

25. (Previously Presented) The method of claim 24 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

26. (Previously Presented) The method of claim 24 wherein the one or more regulations restrict sales of the regulated item during specific days.

27. (original) The method of claim 24 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

28. (Previously Presented) The method of claim 23 wherein the one or more predetermined criteria correspond to one or more regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

29. (Previously Presented) The method of claim 23 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons under a minimum age.

30. (Currently Amended) A computer-implemented method for implementing electronic commerce transactions via a data network, the method comprising:

identifying a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating at least that the item is subject to one or more regulations ~~prohibited from being purchased by the customer;~~

taking action to prevent the purchase of the regulated item via the data network by the customer;

wherein said taking action is automatically implemented at a server system configured to implement electronic commerce transactions between an on-line merchant and the customer, the regulated item being part of an on-line order from the customer with the on-line merchant, the on-line order also having information from the customer regarding a delivery time for the order;

wherein said taking action comprises taking action to prevent completion of a checkout operation for the regulated item; and

wherein said taking action comprises modifying a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are ~~prohibited~~ restricted by the one or more regulations from being purchased by the customer based upon the one or more predetermined criteria and the delivery time.

31. (Previously Presented) The method of claim 30 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

32. (Previously Presented) The method of claim 31 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

33. (Previously Presented) The method of claim 31 wherein the one or more regulations restrict sales of the regulated item during specific days.

34. (original) The method of claim 31 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

35. (Previously Presented) The method of claim 30 wherein the one or more predetermined criteria correspond to one or more regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

36. (Previously Presented) The method of claim 30 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons under a minimum age.

Claims 37-60 (Cancelled).

61. (Currently Amended) A system for implementing electronic commerce transactions via a data network, the system comprising:

at least one CPU;

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memory; and

at least one interface configured or designed to provide an interface with at least one customer via the data network;

the system being configured or designed to identify a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating that the item is subject to one or more regulations prohibited from being purchased by the customer;

the system being configured or designed to take action to prohibit purchase, via the data network, of the regulated item by the customer;

the regulated item being part of an on-line order from the customer with the on-line merchant, the on-line order also having information from the customer regarding a delivery time for the order; and

the system being configured or designed to modify a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are prohibited restricted by the one or more regulations from being purchased by the customer based upon the one or more predetermined criteria.

62. (original) The system of claim 61 wherein said system further configured to implement on-line sales of products to the customer.

63. (Previously Presented) The system of claim 61 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

64. (Previously Presented) The system of claim 63 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

65. (Previously Presented) The system of claim 63 wherein the one or more regulations restrict sales of the regulated item during specific days.

66. (original) The system of claim 63 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

67. (Previously Presented) The system of claim 61 wherein the one or more predetermined criteria correspond to regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

68. (Previously Presented) The system of claim 61 wherein the one or more predetermined criteria correspond to regulations which restrict sales of the regulated item to persons under a minimum age.

69. (Cancelled).

70. (original) The system of claim 61 wherein the system is further configured or designed to take action to prevent the customer from adding the regulated item to an electronic shopping cart associated with the customer.

71. (original) The system of claim 61 wherein the system is further configured or designed to take action to prevent the customer from completing a checkout operation for the regulated item.

72. (Previously Presented) The method of claim 61 wherein the system is further configured or designed to remove the regulated item from an electronic shopping cart associated

with the customer in response to a determination that the regulated item is not allowed to be purchased by the customer based upon the one or more predetermined criteria.

73. (Previously Presented) The system of claim 61 wherein the processor is configured to store into the memory the one or more predetermined criteria, the one or more predetermined criteria including at least one regulation code parameter for use in identifying items which are associated with a class of regulated products; and

wherein the system is configured to associate a specific regulation code parameter with the regulated item.

74. (Previously Presented) The system of claim 61 wherein the processor is configured to store into the memory the one or more predetermined criteria, the one or more predetermined criteria including at least one condition parameter for use in identifying selected legal requirements which necessitate an invocation of at least one type of compliance action in order to comply with the selected legal requirements.

75. (Previously Presented) The system of claim 61 wherein the processor is configured to store into the memory the one or more predetermined criteria, the one or more predetermined criteria including at least one restriction parameter for use in identifying at least one type of compliance action to be performed in order to comply with legal regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

76. (original) The system of claim 61 further comprising:

an inventory subsystem comprising memory, said inventory subsystem including an inventory database configured or designed to maintain inventory records of a plurality of items of merchandise;

a customer interface subsystem in communication with the inventory subsystem, said customer interface subsystem being configured or designed to store available inventory data from

said inventory subsystem, and further being configured or designed to present selected item information relating to said inventory merchandise to at least one customer, said customer interface subsystem being further configured or designed to facilitate customer shopping transactions, and to store customer order information; and

an order fulfillment subsystem in communication with said inventory subsystem, said order fulfillment subsystem being configured or designed to receive said customer order information, said order information including at least one customer order for at least one item, said order fulfillment subsystem further being configured or designed to facilitate fulfillment of said customer order, wherein fulfillment of a customer order includes obtaining at least a portion of items relating to the order, and preparing the obtained items for shipment to the customer.

77. (original) The system of claim 76 further comprising a delivery subsystem in communication with said customer interface subsystem and said inventory subsystem, said delivery subsystem being configured or designed to receive items relating to at least one fulfilled customer order, said delivery subsystem further being configured or designed to facilitate delivery of said received items to said at least one customer.

Claims 78-90. (Cancelled).

91. (New) The method of claim 16 wherein the delivery time includes or is associated with at least a day of the week.

92. (New) The method of claim 16 wherein the delivery time is associated with a day of week, and wherein the one or more regulations at least restrict the sale of the regulated item on at least one day of the week.

93. (New) The method of claim 92 wherein the one or more regulations depend on a location associated with the customer.

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94. (New) The method of claim 16 wherein the regulated item is an alcohol product or a tobacco product.

95. (New) The method of claim 16, wherein the one or more regulations prohibit delivery of the at least one regulated item at the delivery time, and wherein the customer can choose another delivery time or can subsequently remove the at least one regulated item from the online order and continue with the delivery time.

96. (New) The method of claim 30, wherein the delivery time is associated with a day of week, and wherein the one or more regulations at least restrict the sale of the at least one regulated item on at least one day of the week.

97. (New) The method of claim 30, wherein the at least one restriction requires an appropriate recipient to be present to receive the delivery.

98. (New) The method of claim 30, wherein the one or more regulations depend on a location associated with the customer.

99. (New) The method of claim 98, wherein the one or more regulations are acquired from a data store associated with a server system that performs said method, and wherein the data store stores a plurality of regulation limitations for a plurality of different locations.

100. (New) The method of claim 30, wherein the one or more regulations prohibit delivery of the at least one regulated item at the delivery time, and wherein the customer can choose another delivery time or can subsequently remove the at least one regulated item from the online order and continue with the delivery time.

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101. (New) A computer-implemented method for implementing electronic commerce transactions via a data network, the method comprising:

identifying a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating at least that the item is subject to one or more regulations;

taking action to prevent the purchase of the regulated item via the data network by the customer;

wherein said taking action is automatically implemented at a server system configured to implement electronic commerce transactions between an on-line merchant and the customer, the regulated item being part of an on-line order from the customer with the on-line merchant, the on-line order also having information from the customer regarding a delivery time for the order; and

wherein said taking action comprises taking action to remove the regulated item from an electronic shopping cart associated with the customer, the removal of the regulated item from the electronic shopping cart being based on the one or more predetermined criteria and the delivery time.

102. (New) The method of claim 101 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

103. (New) The method of claim 102 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

104. (New) The method of claim 102 wherein the one or more regulations restrict sales of the regulated item during at least one specific day.

105. (New) The method of claim 102 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

106. (New) The method of claim 101 wherein the one or more predetermined criteria correspond to one or more regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

107. (New) The method of claim 101 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons under a minimum age.